

# STEEL+TATE

Steel + Tate is a lifestyle eyewear brand developed to meet the needs of both consumers and ECPs operating within the constraints of managed care. With a focus on the needs of both the consumer and ECP, Steel + Tate offers a curated collection of stylish, high quality frames at a price point that provides excellent patient value as well as ECP profitability.



## THE STEEL + TATE CONSUMER

Women & Men of all ages looking for stylish, quality eyewear priced to fit within most leading managed care plan allowances.

## FEATURES AND BENEFITS

- **Stylish and diverse designs** ensure a wide range of fashionable choices, enhancing patient satisfaction and driving repeat business.
- **Inclusive Sizing Options** ensures a perfect fit for every patient, minimizing adjustments and maximizing convenience for staff.
- **Constructed from quality materials** provide long-lasting durability and comfort, reducing the need for frequent replacements and ensuring patient satisfaction.
- **Strategically priced** to balance affordability for patients with high profitability for optometrists allowing practices to offer stylish frames at competitive prices while maintaining strong margins, even under managed care plans.

## WHY CHOOSE STEEL + TATE?

Steel and Tate Eyewear is the ideal choice for ECPs who want to offer patients stylish, durable, and affordable eyewear while optimizing practice and retail profitability. The collection's versatility, quality, and managed care-friendly pricing ensure that both patients and practices benefit.